

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 BERN 04456 281542Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 031971

R 281511Z SEP 76
FM AMEMBASSY BERN
TO USDOC WASHDC
INFO SECSTATE WASHDC 3260
AMEMBASSY LONDON
AMCONSUL ZURICH

UNCLAS BERN 4456

USDOC FOR BIC OIM SAD

LONDON FOR COMAT - PLS PASS TO C JOHNSON

EO 11652: NA

TAGS: BEXP SZ

SUBJ: IN STORE PROMOTION - MAGAZINE ZUM GLOBUS, ZURICH

REF: BERN 4170 (NOTAL)

1. GLOBUS HAS SIGNED LETTER OF INTENT CONFIRMING PLANS FOR
ISP IN NOV-DEC 1977 INVOLVING AT LEAST \$250,000
INCREMENTAL PURCHASES. AMERICAN PRODUCTS EMPHASIZED WILL
BE GIFTS ITEMS, HOUSEHOLD GOODS/TEXTILES, STATIONERY, TOYS,
CHRISTMAS ITEMS (FOR DECORATION), LADIES' NIGHT AND HOUSE-
DRESSES, AND ACCESSORIES. COPY LETTER OF INTENT AIRMAILED TO
SAD.

2. ACTION REQUESTED: PLEASE CABLE FISCAL AUTHORIZATION
FOR EMBASSY TO SIGN ISP CONTRACT PROVIDING PAYMENT TO
GLOBUS OF UP TO \$25,000.

3. ADDITIONAL NOTE: MR MENZ OF JELMOLI PHONED EMBASSY
TODAY TO REITERATE HIS STORE'S INTEREST IN AMERICAN ISP.
IN VIEW PLANS FOR GLOBUS ISP 1977, JELMOLI PREFERS DEFER
ISP UNTIL FALL 1978 OR SPRING 1979. WE SHALL STAY IN
TOUCH WITH JELMOLI, WHICH WOULD BE EXCELLENT ISP PARTNER
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FOR COMMERCE.
DAVIS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BERN04456
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760366-0313
From: BERN
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1976/newtext/t19760914/aaaaalmr.tel
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Office: ACTION EUR
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Original Previous Classification: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 BERN 4170
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 03 MAR 2004
Review Event:
Review Exemptions: n/a
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Review Markings:

Margaret P. Grafeld
Declassified/Released
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04 MAY 2006

Review Media Identifier:
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TAGS: BEXP, SZ
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